



USAID
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SOUTHERN AFRICA

RCSA IN FOCUS

PROMOTING EQUITABLE SUSTAINABLE GROWTH IN A DEMOCRATIC SOUTHERN AFRICA

2nd QUARTER 2005

IN FOCUS

by *Gerry Cashion, RCSA Mission Director*



Greetings fellow directors and colleagues. In my last In Focus message I thanked you all for responding to our survey. Your comments and observations have helped us improve our service delivery – at least, the laudatory e-mails I have been

regularly receiving about RCSA staff suggest as much. In this issue, I am going to toot RCSA's horn a bit. I want to cite a few of the activities and accomplishments of the Southern Africa Global Competitiveness Hub.

In a fine example of collaboration with Accra Hubsters, the Southern Africa Global Competitiveness Hub (Trade Hub) team secured a new market for pineapples and mangos from Ghana and Senegal. Beginning in September, a South African firm exporting to Europe will annually purchase \$1 million in fresh produce from Ghana and Senegal suppliers.

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ON THE MOVE

In June, the RCSA bid a fond traditional Botswana farewell to Deputy Director **Dawn Thomas**. Dawn has been with the RCSA since 2003, much of that time as acting Mission Director. Congratulations to Dawn who is moving on to a coveted spot at the National Defense University's Industrial College of the Armed Forces in Washington DC. *Tsamaya Sentle!*



Dawn Thomas (left) and Office of the Director Executive Assistant Maureen Hirschfeld

Anthony Vodraska replaces Dawn as the new Deputy Director. Anthony joined the RCSA in 2002 after serving in the Philippines, Uganda, and Swaziland. Anthony also served in Botswana from 1995-1997 during the establishment of the RCSA. Anyone who has had the pleasure of working with him will know that the RCSA is in good hands. Congratulations!



May 2005 Environmental Workshop in Kasane, Botswana

The RCSA, with the Africa Bureau (USAID Washington) and the USAID Regional Economic Development Services Office (REDSO) located in Nairobi, Kenya, hosted a **Regional Environmental Management Training Workshop** in Kasane, Botswana in May. The four day workshop attracted 23 participants from ten USAID missions in Western, Eastern and Southern Africa.

Workshop participants learned how to mainstream environmental considerations into USAID programs. The training emphasized compliance with USAID's environmental procedures, as well as cutting-edge environmental issues. A key objective of the Workshop was to build capacity at USAID missions that will ensure continuity in environmental monitoring of USAID's activities. For more information about environmental management of USAID activities, contact [Camilien Jean W. Saint-Cyr](#).

US. Ambassador to Namibia **Joyce Barr** and USAID/Namibia Mission Director **Gary Newton** visited the RCSA in June. Ambassador Barr and Director Newton consulted with RCSA staff and visited the Trade Hub, an RCSA activity that is of particular importance to Namibia. The RCSA provides legal, financial management, contracting, and executive office service support to USAID/Namibia.

IN THE SPOTLIGHT

RCSA's first public-private partnership (or Global Development Alliance - GDA) will support a two-year program targeting nine countries in Southern Africa. RCSA and the **World Initiative for Soy in Human Health (WISHH)** have partnered to improve the nutritional value of locally processed foods and increase the capabilities of local manufacturers in the targeted countries. Over the life of this program, it is expected that 45 companies will receive technical support and that up to 1500 persons living with HIV/AIDS will benefit.

This year's call by the GDA office at USAID/Washington for public-private alliance proposals was highly competitive, with over 50 applications received from USAID missions worldwide and Washington offices. The GDA Secretariat selected RCSA's "Soy in Southern Africa" for funding from the GDA's Public-Private Incentive Fund. The Secretariat will contribute \$150,000 to this alliance, complementing RCSA's commitment of \$150,000. For more information about the WISHH GDA program, contact [Lawrence Johnson](#).



This South African woman is harvesting honeybush for tea, an increasingly popular natural herb product.

ASNAPP/South Africa (Agribusiness in Sustainable Natural African Plant Products) was an award winner at May's National Science and Technology Foundation (NSTF) Awards in Johannesburg, South Africa. ASNAPP is an RCSA-supported program that develops African agribusinesses in the natural plant products sector. ASNAPP is active in South Africa, Ghana, Rwanda, Senegal, and Zambia.

ASNAPP received an award in the “not for profit” category for its “development of thriving agribusinesses that serve as role models for communities across Africa”. NSTF includes government, university and private sector industry representatives who work with Stellenbosch University to improve the competitiveness of South Africa by promoting cutting-edge scientific research. For more information about ASNAPP, contact [Jerry Brown](#).

RCSA Initiative to End Hunger in Africa (IEHA) Advisor Jerry Brown represented the Mission at May’s **NEPAD (New Partnership for Africa Development) Agriculture Summit** in Accra, Ghana. The Comprehensive African Agriculture Development Program (CAADP) Summit brought together the NEPAD countries with representatives of the G-8 nations. It was attended by more than 300 representatives from all regions on the continent, including development partner organizations, regional farmer organizations and African and international agribusiness leaders. At the Summit, NEPAD called for the implementation of the commitment made by African heads of state to allocate ten percent of their national budgets to the agriculture sector.

USAID/Washington was represented by Lloyd Pierson, Assistant Administrator for the Africa Bureau and Doug Menarcek, Assistant Administrator for Program and Policy Coordination. In his opening address to the Summit, Mr. Pierson stressed that increased investment in the agriculture sector will not reap rewards in the absence of good governance. President John Kufor of Ghana, who chaired the Summit, echoed Mr. Pierson in his own remarks noting that countries with sound governance practices will have a greater likelihood of attracting investment and trade.

FOCUS ON: Partnerships for Electoral Progress

At the RCSA, the phrase “Partnerships for Electoral Progress” is associated with the new Democracy and Governance program. However, a closer look at the RCSA-supported work of the Southern Africa Development Community Parliamentary Forum (SADC-PF) over the years reveals that in fact, the relationship has always been a partnership for electoral progress in Southern Africa.

SADC-PF first ventured into the promotion of free, fair and credible elections in 1999 by observing a number of elections which were taking place in various countries at the time. The partnership between the RCSA and SADC-PF began in 2000 when the RCSA provided significant financial support for the development of election norms and standards and to build institutional capacity in Southern African countries for election observation. SADC-PF launched the first Norms and Standards for Elections in the SADC region in 2001, and used them to assess the credibility of elections. In doing so, SADC-PF elevated the role of parliamentarians in promoting democracy and good governance in the region, and built their capacity to observe elections.



SADC-PF, as well as the RCSA-supported Electoral Institute of Southern Africa (EISA) observed Malawi’s May 2005 national elections, shown above.

The significance of the SADC-PF Election Norms and Standards is that they are “home grown” – they developed from election observation activities carried out by members of parliament. Governments previously opposed to scrutiny because the standards used were foreign can no longer hold onto this excuse. The launch of Norms and Standards reflects the fact that most of Southern Africa has institutionalized regular elections. Therefore, it is critical to demand that these elections be free, fair and credible.

Since 1999, SADC-PF has observed 13 elections, and has made recommendations specific to countries on how they can improve their electoral processes. However, there has been mixed progress in countries' responses and implementation of recommendations. As a result, SADC-PF in its continuing partnership with the RCSA, made a conscious decision to implement more pro-active interventions, which will focus more on promoting electoral reform, and less on election observation. Electoral reform is expected to take the RCSA's Partnerships for Electoral Progress activity to another level as the focus shifts to working with other election stakeholders such as Electoral Management Bodies (EMBs) and civil society in strengthening the legal and institutional frameworks for delivering credible elections in the region.

The Partnerships for Electoral Progress (PEP) program will continue until 2010. Between now and then we will closely monitor the benefits accruing to the region through this partnership. Already, significant milestones have been reached since the partnership began, and the new approach of focusing on electoral reform promises more significant achievements. For more information about PEP, contact [Keboitse Machangana](#) and [Thato Jensen](#).

Environmental Compliance at the RCSA



RCSA Regional Environmental Officer Camilien Saint-Cyr

Best known as “Reg. 216”, Title II of the Code of Federal Regulations Part 216 defines USAID's environmental procedures. These procedures are U.S. federal regulations and therefore represent a legal requirement as well as Agency policy. USAID uses these procedures to ensure that environmental factors and values are integrated into its decision-making processes.

Reg. 216 was initially developed in 1976 as part of a settlement following a lawsuit brought by the Environmental Defense Fund and several other environmental organizations, to encourage USAID to comply with the provisions of the National Environmental Policy Act. The suit alleged that USAID had been negligent in considering the potential environmental impacts of its financing and procurement of pesticides for use in developing countries. As a result of the settlement, USAID produced comprehensive guidelines and procedures for the environmental assessment of all of the Agency's overseas development activities. USAID was the first international development assistance agency to develop such procedures.

It is USAID policy to ensure that the environmental consequences of our activities are identified and that appropriate environmental safeguards are adopted, and to assist developing countries to strengthen their capabilities to

appreciate and evaluate the potential environmental effects of development projects.

The benefits of environmentally sound programs are numerous. For example, we can prevent losses caused by declining agricultural productivity as a result of soil erosion or inappropriate pesticide use, or economic losses that stem from increased health care costs as a result of contaminated drinking water. Environmentally sound activities provide decision-makers in developing countries with alternatives and the citizens of these countries with the opportunity to learn, express concerns, and influence the decision-making process.

Every USAID mission has a Mission Environmental Officer (MEO). At the RCSA, the MEO is Camilien Jean W. Saint-Cyr, who is also the Regional Environmental Officer for Southern Africa. There is also a Senior Regional Environmental Officer based at USAID's Regional Economic Development Services Office (REDSO) in Nairobi, and a Regional Environmental Advisor at the USAID West Africa Regional Program (WARP) office in Accra, Ghana. Together, these environmental officers work to strengthen the environmental compliance and design of USAID activities in Africa. For more information about environmental compliance of RCSA programs, contact [Camilien Jean W. Saint-Cyr](#).

SOUTHERN AFRICA GLOBAL COMPETITIVENESS HUB



TRADE HUB HAPPENINGS

Pineapple Success. The Trade Hub has been working with a leading fresh cut fruit processor in South Africa to export a particular variety of pineapple and mangos to the United Kingdom. With the USAID West Africa Trade Hub based in Accra, Ghana, the RCSA Trade Hub helped its South African client to open up a source of supply from Ghana and Senegal. The RCSA Trade Hub then helped the client meet the technical regulations of importing the fruit into South Africa.

As a result of the combined Hub effort, the first shipment of mangos was sent to South Africa in June; pineapples will follow in early September. This will support the rapidly expanding export market for South African fruit cup mixes in Europe. The annual value of this regional trade is expected to exceed \$1 million.

African Food in the U.S. Africa Deluxe, a South Africa registered black empowerment company, is leading an initiative to bring African specialty food and beverage products to major U.S. grocery and specialty chains. After attending the Fancy Food Show in the U.S. with the support of the Trade Hub and the Africa Fast Track Trade program, Africa Deluxe has received over 250 expressions of interest.

Corporate Council on Africa Summit. The Trade Hub sponsored a delegation of 18 representatives of the Southern African business community and government agencies to attend the Corporate Council on Africa U.S.-Africa Business Summit, held in Baltimore in June. Hub-sponsored delegates represented seven Southern African countries in sectors ranging from financial services to processed food. At the Summit, Mozambican cashew producers introduced the new "Zambique" cashew brand. Visiting Botswana handicraft producers sold all of their goods at the CCA Artisan Fair, and obtained additional orders as well.

Paving the Way for Investment. In June, the Trade Hub launched the Investor Road Map project in Namibia, with the support of the Namibia Ministry of Trade and Industry and the Namibia Investment Centre. The Hub completed an Investor Roadmap for Swaziland in July. Investor Roadmap studies identify obstacles faced by prospective investors in a country.

New Trade Quarterly. In May, the Trade Hub launched its new quarterly publication, INSAT (Inside Southern African Trade). INSAT provides timely and accessible trade-related information for the private sector, policy makers and civil society, in order to enhance the understanding of trade-related issues in the region.

See www.satradehub.org for more information on Trade Hub activities.

AROUND THE REGION

RCSA Supports Water Conservation in Botswana

Gaborone, Botswana, home of the RCSA, is currently facing its most severe water shortage. Water restrictions instituted by the Botswana government have reduced demand and the RCSA has certainly done its part! Monthly water use at the Mission dropped 78% from September 2004 to March 2005, resulting in savings of more than \$2,000 per month.

Madagascar, Mozambique, Tanzania, and Zambia are among the Southern African countries that are expected to benefit from the new debt relief initiative announced at the July G-8 summit in Gleneagles, Scotland...**Lesotho** moved forward in the Millennium Challenge Account process. The Millennium Challenge Corporation will provide a \$1.4 million grant to the Lesotho government to develop its proposed assistance program, including a feasibility study...**Mozambique** celebrated the 30th anniversary of its independence from Portugal in June...President Festus Mogae of **Botswana**, President Armando Guebuza of **Mozambique**, and President Hifikepunye Pohamba of **Namibia** met with President Bush in Washington in June.

HAIL AND FAREWELL

In addition to **Dawn Thomas** ([page one](#)), the RCSA bid farewell in July to Contracting Officer **Gail Warshaw**, who retired after 31 years of service to the U.S. government...Congratulations to **Patrick Kollars**, Acquisition Specialist, who will join the USAID New Entry Professionals program in Washington in September...During the 2nd Quarter, the RCSA welcomed **Barry Collins**, Deputy Executive Officer, and **Walt Hammond**, Deputy Controller.

IN FOCUS

by Gerry Cashion, RCSA Mission Director

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A yarn-spinning firm in Lesotho has made a deal to supply \$100,000 per month of spun yarn to a South African knitting mill.

Collaboration between the Trade Hub and U.S. Embassy Swaziland resulted in an economic diversification conference in Mbabane, July 6 and 7, which resulted in a decision by the Government of Swaziland to put together a diversification strategy.

The Botswana AGOA Forum, a public-private partnership, will be launched at the Trade Hub August 11. The Forum will enable companies to join with the public sector to promote apparel and other exports to the U.S.

At the end of August Amanda Hilligas, the Trade Hub's AGOA advisor, will conduct a seminar requested by the Namibia Manufacturers' Association on AGOA export opportunities. She will also help develop a national AGOA strategy for Namibia.

Other exciting Trade Hub activities can be found on page 5 under *Hub Happenings*. I cite these activities in the hope that they might get your attention and help you think about what the Trade Hub staff can do to promote economic growth and especially increased trade among countries in the region, to the U.S., and elsewhere internationally. Where USAID has no economic growth or trade program in a country, I hope the U.S. Embassy economic and commercial officers will seize the opportunities to access Trade Hub expertise.

Regards, Gerry